RYAN CHRISTMAS

AI Implementation Specialist | CRM & Automation Architect | GoHighLevel Expert

Hometown: Toronto, Canada (Canadian Citizen) | **Based:** Puerto Escondido, Oaxaca, Mexico (Remote-First)

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PROFESSIONAL PROFILE

AI Implementation Specialist and Technical Operations Lead bridging the gap between business strategy and automated execution. Embedded directly with client organizations through AI consulting partnerships to architect digital systems, map operational workflows, and deploy AI tools that drive measurable revenue outcomes. I don't just fix problems — I build the infrastructure that prevents them from happening again.

TECHNICAL & OPERATIONAL TOOLKIT

CRM Infrastructure:
GoHighLevel (Expert), Salesforce, Snapshot Deployment, Funnel Logic, Workflow Optimization.

AI & Automation:
AI Agent Deployment, Workflow Automation (Zapier/Make), Custom Scripting (Python/JS), Prompt Engineering, Agentic Process Design.

Revenue Operations:
Stripe Billing Logic, Subscription Management, Churn Prevention Automations.

Web & Build:
Next.js / React, Tailwind CSS, Motion.dev, HTML/CSS, GitHub, Vercel.

Compliance & Security:
A2P 10DLC Verification, HIPAA-Aware Protocols, DNS Management, Data Privacy.

PROFESSIONAL EXPERIENCE

Soleil Infusion — Glen Burnie, MD *(Placed via AIArchitects)*   **Feb 2026 – Present**
AI Implementation Specialist & Digital Growth Lead

>> **Full-Stack Website Architecture:** Built the entire client-facing marketing site from scratch in Next.js/React (Tailwind CSS, Motion.dev) for a pre-launch IV infusion clinic — covering brand identity, copy strategy, service menu, booking integration, and animated UX.

>> **Operational Workflow Mapping:** Conducted founder interviews and translated clinical operations into a structured prescription-journey system — defining portal-first patient intake, OCR bridge for legacy paperwork, formula-ID standardization, Pioneer + GHL reconciliation, and a real-time control-tower metrics layer.

>> **Brand & Market Strategy:** Developed full brand positioning ("Medical Integrity. Lifestyle Wellness."), visual identity system, and 60-day launch roadmap targeting the Korean-American wellness market in the Baltimore/Ellicott City corridor.

>> **Competitive Intelligence:** Produced a market analysis of IV therapy providers in the target region; validated pricing strategy ($225-$250 White Jade tier) against local competitors; identified clinical differentiation opportunities (USP <797> sterile compounding, pharmacy-backed supply chain).

>> **CRM & Lead Capture:** Architected GoHighLevel form embed and booking workflow connected to the live website; configured appointment automation to support pre-launch lead capture ahead of Grand Opening.

>> **AI-Assisted Content Production:** Used AI tools to produce bilingual-ready clinical copy, culturally resonant service descriptions, and a data-driven competitive differentiator page (/edge) with animated performance statistics.

High-Growth B2B CRM Agency **2025 — Present**

Client Success & Technical Operations Lead

>> **Infrastructure Management:** Manage the technical CRM environment for 70+ contractor businesses, ensuring 99.9% uptime for lead capture and communication systems.

>> **Automated Data Hygiene:** Built custom AI scripts to audit 300+ client tax records (EINs) instantly, eliminating days of manual data entry and preventing compliance blocks.

>> **Revenue Recovery:** Audited and fixed billing logic errors in the Stripe/GHL integration, directly recovering recurring revenue from accounts falsely marked as "Active."

>> **Compliance Leadership:** Led the migration of 800+ accounts to new A2P 10DLC standards, acting as the primary auditor for the pod to ensure verified status.

Independent Consultant **2025 — Present**

Automation Architect

>> **Rapid Deployment:** Architected and launched high-converting sales funnels for clients in the fitness and luxury real estate sectors with <24 hour turnaround.

>> **System Localization:** Engineered bilingual platforms using AI tools to localize content for international markets, expanding lead quality.

>> **Workflow Design:** Created automated "No-Show" prevention systems using SMS reminders, directly improving appointment hold rates.

CORE COMPETENCIES

Technical Translation	**AI Implementation**	**Crisis Management**
Explaining complex backend systems (DNS, APIs, workflows) to non-technical stakeholders in plain English.	Embedding AI tools directly into client operations — from workflow automation to patient journey design.	Stabilizing account data and client trust during critical platform migrations and outages.
Operational Speed	**Brand & Market Strategy**	**Systems Architecture**
Outcome-focused execution — functional shipping over endless planning.	Positioning, competitive analysis, and go-to-market planning for pre-launch businesses.	Designing end-to-end digital infrastructure: CRM, booking, intake, compliance, and reporting layers.